



The Hammersmith Society

Newsletter October 2015



The Former Mission Hall, 41 Iffley Road – View from the Tabor Road.

*CAMBRIDGE HOUSE * THE OLD TREACLE FACTORY * DIMES PLACE * 41 IFFLEY ROAD *
DEVELOPER'S VIABILITY ASSESSMENTS * AGM * ANNUAL AWARDS * WORMHOLT PARK *
* LATYMER SCHOOL BOATHOUSE * GRAND UNION ALLIANCE * COALITION AGAINST
HEATHROW EXPANSION * AND MORE*

EDITORIAL

Welcome to the October 2015 Newsletter. In this issue in addition to covering planning developments and our annual Environment Awards, we take a closer look at that increasingly controversial issue, developers' viability assessments and affordable housing (or lack of it) in the new developments within the borough.

We are immensely grateful to the contribution our outgoing chairman, Rosemary Pettit has made over her three year term of office. Her hard work, persistence, astonishing memory and grasp of detail has given the Hammersmith Society a stronger voice in our community. Our incoming Chairman, Tom Ryland, founder and director of CPArchitects has extensive professional experience of the planning process, has been Vice-President for the last nine years and will prove to be a formidable successor.

My thanks also go to both Tom and Rosemary for their contributions, help and invaluable advice with the Newsletter and to Derrick Wright and our Chairman, Prof Hans Haenlein for their contributions. Our Committee works closely together as a team, pooling information and attending meetings and presentations.. If members would like to find out more about furthering the work of the Society, please contact our Chairman, Tom Ryland at email: tomryland@cparchitects.com or on tel:07778 547447 or our Membership Secretary, Rosemary Pettit at email: rosemary@rosemarypettit.plus.com.

Our website has recently been extended and updated, please take a look!

www.hammersmithsociety.wordpress.com/

Richard Jackson

CIL – THE COMMUNITY INFRASTRUCTURE LEVY

The London-wide Mayoral CIL has been in place since 2013, and on 1 June 2015 the LBHF Council approved the local CIL charge which came into force on 1 September.

CIL is a charge levied on the net increase in floor space arising from development, the money raised being used to fund local infrastructure. The charge will run alongside Section 106 which will be scaled back accordingly. The CIL charge is intended as a fairer, faster and more transparent tariff largely relating to residential developments over 100 sq. metres. For example, the charge varies from £100sq.m in the north of the borough, to £400sq.m. in the south.

The money raised will be used to fund local infrastructure on the Council's 'r123' list. This includes new and safer road schemes, flood defences, schools and adult learning, health and social care facilities, park improvements, green spaces and leisure facilities.

More details at: www.lbhf.gov.uk/Directory/Environment_and_Planning/Planning/

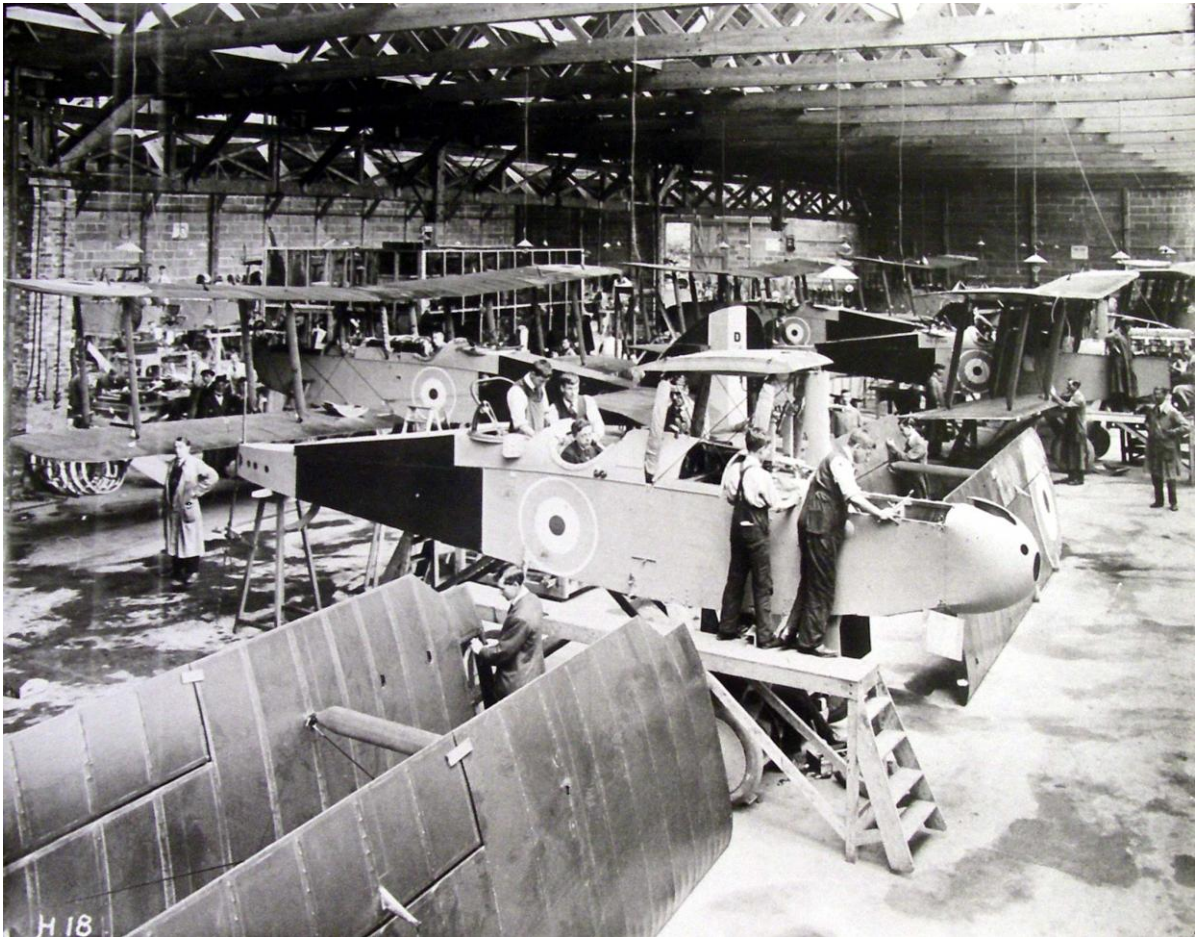
THAMES WHARF REDEVELOPMENT, W6

The Hammersmith Society's full submission to LBHF was included in the April 2015 Society Newsletter. The scheme has been approved, and whilst the Society is broadly supportive there remains concern over lack of parking on site and parking nuisance.

IMPERIAL WEST

Since our last Newsletter, LBHF have granted planning permission for Imperial West's Biomedical Engineering Centre, the Michael Uren Building.

CAMBRIDGE HOUSE, W6



The First World War Alliance Aeroplane Factory, now Cambridge House

Photo: Courtesy of LBHF Archives

Cambridge House was built in the 1890s as the Bradmore Works Piano Factory. It subsequently became Waring and Gillow's Depository and towards the end of the First World War the Alliance Aeroplane Factory. Later it was a furniture and bedding factory, and then redeveloped in the 1970s as an office building.

The site lies in the Bradmore Conservation area and the large white stucco six-storey building with plant rooms, over dwarfs the surrounding townscape. To the east it is clearly viewed from Iffley Road over the playing fields of Godophin and Latymer School, and to the west and north it looms over two-storey houses on Banim Street and Aldensley Road. The almost landlocked site has a main access from Cambridge Grove and pedestrian access to Banim Street.

On 9 September representatives of the Hammersmith Society, Historic Buildings Group and Brackenbury Residents' Association were invited to a pre-application presentation of the proposed development proposals at the offices of the architects, Lifschultz Davidson Sandilands. The main opposition to the scheme centred on the two proposed three-story terrace houses on Banim Street closing the pedestrian access, and the unsympathetic 'eggcrate' facade of the new entrance building and the views of it from Iffley Road. We await further news.

THE FORMER MISSION HALL, 41 IFFLEY ROAD W6

The Former Mission Hall at 41 Iffley Road (the photograph on the front cover of the Newsletter) was built in 1883-4 to an unusual Venetian Gothic design by H.R.Gough. Both facades of the building are of white stucco and the main entrance is on neighbouring Tabor Road. The Mission Hall was originally part of St. John the Evangelist Church at the opposite end of Iffley Road and the current occupant is the International Society for Krishna Consciousness Ltd. although the space is best known as being the studio for artist and set designer John Campbell..

The threat of development into four flats led to a strong response from local amenity groups, and the LBHF and Historic England were persuaded to give the two facades and railings of the building Grade II Listing. This will inevitably mean that the developer's scheme is unlikely to proceed as originally proposed and is currently under review.

The Hammersmith Society has suggested that the developer and architect might visit Lifschultz Davidson Sandilands offices behind St. Peter's Square, formerly a laundry, to see a sensitive conversion of a broadly similar building.

THE COALITION AGAINST HEATHROW EXPANSION

With an imminent decision likely on the third runway at Heathrow, HACAN (Heathrow Association for the Control of Aircraft Noise) and the Coalition Against Heathrow Expansion continue their campaign. There remain convincing unresolved reasons why it should not go ahead.

TfL believe that Heathrow have underestimated the cost of accommodating the hugely increased demand on road and rail by £15 billion. This would be a bill to be funded by the taxpayer.

Also existing air pollution at Heathrow already exceeds EU limits. With the third runway noise pollution would be extended to over one million Londoners. The health and quality of life of a great many of us will be adversely affected if the runway goes ahead. Further information and the petition can be found at www.no3rdrunway.co.uk and also www.hacan.org.uk

AIR QUALITY COMMISSION

One in seven deaths in Hammersmith and Fulham are attributed to nitrogen dioxide air pollution, and the Council announced on August 11 that they would be setting up the Air Quality Commission, chaired by Rosemary Pettit , the former Chairman of the Hammersmith Society.

The commission will engage external experts and local residents and will recommend courses of action for the council, including an air quality action plan.

THE TRIANGLE, BEADON ROAD, W6

A residential scheme by the developer Romulus and architects Allies Morrison was shown to representatives of the Hammersmith Society and other amenity groups on 4 June 2015, and we understand that this scheme or similar has now been submitted. Those present were rather surprised to learn that a revised office/mixed use scheme had been formally submitted in the previous week. This submitted scheme was largely unchanged from the previous scheme, ignored objections to it, and has since been refused planning permission by the Council.

Tom Ryland



The South Elevation of the Latymer Boat House on Upper Mall, W6 - existing

The Latymer School Boat House is a modern Building of Merit that causes a sharp punctuation mark to the surrounding traditional 18th and 19th century buildings of the Upper Mall Conservation Area. The brise soleil is not an original feature of the design, but was added at a later date. The building has a blue plaque in commemoration of the untimely demise of Olympic rower Andy Holmes.

The full planning application was made on 28 August 2015, without pre-application consultation. Additions are proposed at first and second floor level, together with a second floor roof terrace and plant room, closing the gap between the existing building and the Arts and Crafts former headmaster's house to the east side.

The proposal also includes the replacement of existing windows on three elevations. On the facade facing Upper Mall new windows are proposed at first, second and third floor level to the existing boathouse, as well as fully glazed facade to the second and third floor infill.

The Hammersmith Society as a rule support the retention of original features in Buildings of Merit, have reservations about these proposals, and will consider the application over the next month and make a formal response.

DIMES PLACE, W6

Formerly a timber yard occupied by Moss & Co. Timber Merchants, the site lies just north of the main shopping section of King Street. It is approached from King Street by a narrow joint vehicular and pedestrian access. Planning permission was granted in 2013 for a well-balanced scheme of eight two and three storey dwellings and the refurbishment of the office building. Moss & Co subsequently sold the property to Thackeray Estates who held a pre-application meeting on 10 September with local residents and amenity societies and are proposing a much denser development. Residents are disappointed that the scheme does not respect previously agreed principles. *Hans Haenlein*

RAVENSCOURT PARK, W6

Commissioned with partners the Museum of London, a dig will be carried out on the 800 year old site of the manor house, moat and causeway. This work will be undertaken by Archaeology South-East, an arm of UCL over four days: 28 September to 1 October. The Friends of Ravenscourt Park and the Museum of London will be manning information stalls, and Society members are invited to come along and find out more.

OLD OAK PARK, NW10

Car Giant, their development partner London and Regional Properties, and the design team of PLP/Architecture and Arup launched the public consultation on 15 June for their initial proposals for the Old Oak Park site.

This 46 acre site is the largest privately-owned site in the Old Oak and Park Royal Regeneration Area, where control of all major planning issues has been vested in the London Mayor. (See below).

HS2 and Crossrail will ensure that the area has some of the best transport connections in London, and Car Giant's proposals include a new high street, public squares, a transformed environment for one kilometre of the Grand Union Canal, and a cultural quarter. The intention is to provide 9,000 homes and 8,000 jobs supported by new schools, nurseries, health facilities, shops, restaurants and bars.

Following the consultation process, more detailed plans will be put forward in the next few months incorporating feedback from the public consultation. Car Giant, their developer and the design team have expressed a commitment to working together with local communities.

THE GRAND UNION ALLIANCE

Old Oak Park is one, albeit large, constituent part of The Old Oak and Park Royal Development Corporation (OPDC), which came into force on 1 April 2015 straddling LBHF, Ealing and Brent boroughs and is the local planning authority answerable to the Mayor of London. As such, there was a clear need for a coordinated public response.

The Grand Union Alliance is a network of resident and community groups, voluntary organisations, individuals and small businesses and aims to influence the proposed development through strengthening local voices. It wants to see plans developed that will sustain the existing communities and enhance what local people currently value in their neighbourhoods.

It aims to ensure that local residents and businesses are well-informed, fully consulted and engaged in decision-making about development plans for this part of London. The Hammersmith Society is fully supportive of its objectives, and is in close contact with the Alliance.

The OPDC's Draft Statement of Community Involvement and Scoping Report are now published and can be viewed at:

www.london.gov.uk/priorities/planning/old-oak-park-royal/planning-authority/consultations



Old Treacle Factory, Goodwin Road - existing

The Old Treacle Factory was extended and converted into office accommodation and won the Hammersmith Society's Main Environment Award in 2012. A previous proposal for the new extension in black reflective glass, has now been superseded by the new application. The Hammersmith Society made a formal response to the new proposals on 25 July 2015.

Whilst we consider the elevational treatment on Goodwin Road to be an elegant solution that is in keeping with the existing white render and clear glass screen of the existing the building, we found the drawing presentation confusing – in part due to the split levels of the building. A simple axonometric birds-eye view of existing and proposed would be extremely helpful. Other concerns relate to cycle and unsightly bin storage, which we consider would be more appropriately located in the basement. We hope further application support information will be forthcoming.

HAMMERSMITH AND FULHAM NEIGHBOURHOOD PLANNING WORKSHOP

A new government initiative, the Neighbourhood and Community Rights Process which stems from the 2011 Localism Act enables communities to become involved in local decision making and working with others to make areas better places to live. The intention is to set up Neighbourhood Forums in our borough in a similar way to those being set up around the country. Led by our President, Prof. Hans Haenlein, the workshop will take place on Saturday 3 October. Further details from Rosemary Pettit at email: rosemary@rosemarypettit.plus.com or tel: 020 8846 9707

HAMMERSMITH RESIDENTS' WORKING PARTY

This panel is an initiative of the new LBHF Administration and was set up with the intention of assisting the Council in determining the future of Hammersmith Town Centre, including options for the Flyunder/ The Council is currently considering applications from residents who have applied to be on the panel.

VIABILITY ASSESSMENTS AN AFFORDABLE HOUSING

How Developers Exploit the Flawed Planning System to Minimise Affordable Housing

Time and time again in new housing developments within the borough, the affordable housing target is regarded as an aspiration, a starting point for negotiations, rather than a requirement emanating from the statutory plans that local authorities have spent years developing and consulting upon as part of the democratic process.

Viability assessments are a relatively new arrival to the planning system but following the introduction of the National Planning Policy Framework (NPPF) in 2012, have become increasingly important. The NPPF legislation states plans 'should not be subject to such a scale of obligation and policy burdens that their ability to be developed viably is threatened'. Developers have come to regard the basis that local planning policies represent as needless 'burdens' on their pockets. The question should be 'Is a viable development able to be built on this site', not 'Is this specific scheme viable'.

Under Section 106, developers are required to provide a certain proportion of affordable homes in developments of more than ten homes, ranging from 35-50% depending on the local authority. Developers who claim their schemes are not commercially viable when subject to these obligations must submit a financial assessment explaining precisely why the figures don't stack up. In simple terms, this assessment takes the total costs of the project – construction, professional fees and profit and subtracts them from the total projected revenue from selling the homes, based on current property rises.

What is left over is called the 'residual land value' – the value of the site once the development has taken place, which must be high enough to represent a decent return to the landowner.

It is therefore in the developer's interest to maximise its projected costs and minimise the projected sale values to make its plans appear less profitable. With figures that generate residual value not much higher than the building's current value the developer can provide 'evidence' that the project cannot meet the affordable housing target, whilst all the time safe-guarding their profit.

A crucial feature of the current system is that the developers' viability assessments are regularly hidden from councillors and protected from public scrutiny on the grounds of 'commercial confidentiality'. Revealing the figures, developers argue, would compromise sensitive trade secrets. There is growing dissatisfaction amongst the public at large with the scale of affordable housing provision, and a growing realisation that it is time for local authorities to take a more robust standpoint with regard to viability assessments. The pendulum quite clearly has swung too far in the developer's favour.

Extracts from Oliver Wainwright's Guardian article of 25 June 2015

WORMHOLT PARK, W12

Wormholt Park in a small neighbourhood park lying just south of Westway and close to Bloemfonten Road. Opened in 1911, an open-air lido and bowling green were added between the wars, but by the 1980s these were closed and the park in need of regeneration. In 2009 a group of local residents (later to become the Friends of Wormholt Park) came together to push for regeneration of the park. The

opportunity came with the building of the Bloom development in Bloemfonten Road and the provision of Section 106 money from the developers.

The Friends of Wormholt Park became the main contact between the Council and the architects, Levitt Bernstein. The plans included an adventure play and family play areas for children, an enclosed family area suitable for picnics, a multi-use games area, a tennis court and additional entrances to the park. Unfortunately, the contracts when sent out to tender came in over budget and it was reluctantly agreed to delay the building of the tennis court on the understanding that with the support of the Council funding would be sought at a later stage.

The Friends also had concerns about the proposed planting scheme. A last minute meeting with the Council before the contracts were to be signed provided some compromise although the Friends had to reluctantly agree that the plans go forward as changes at this stage would have put the whole project in jeopardy. The Friends, however, once the work has been completed, will be actively engaged in looking at ways of adding to the planting and have agreed to take charge of the choice and planting of bulbs.

Work is scheduled to start in mid-October (with about 40% of the park remaining open during the refurbishment) and the Friends, along with all the users of the park, eagerly look forward to seeing the park take on a new lease of life and strengthen its role as a focal point for the local community as it has been for over a hundred years.

Derrick Wright Chair, Friends of Wormholt Park

THE AGM

The 53rd AGM of the Hammersmith Society was held at the Lyric Theatre on 11 June 2015. It was preceded by a tour for the Society members of the new £15 million facilities, which provide new drama, dance film and recording studios and a new bar and cafe.

AGM took place in the New Cinema to a more than capacity audience. Following an address by our president Prof. Hans Haenlein, Jessica Hepburn, Executive Director of the Lyric gave an informative talk on the history of the theatre, the trials and tribulations of the development and explained the Lyric's commitment to providing theatre-based programmes to help young people develop skills and confidence.

Tom Ryland gave an illustrated briefing on the contenders for the Environment Awards, and made the presentations to the winners. This was followed by the election to the Committee as below:

HAMMERSMITH SOCIETY COMMITTEE 2015-16

Prof. Hans Haenlein RIBA – President

Tom Ryland RIBA – Chairman

Melanie Whitlock – Vice-Chairman

Richard Tollemache – Treasurer

Rosemary Pettit – Membership Secretary

Annabel Clark - Secretary

Angela Clarke MBE

Dr. William Cooper

Julian Hillman

Richard Jackson

Annabelle May

Richard Winterton RIBA

Derrick Wright

MEMBERSHIP

Many members will have received an email request in the last few weeks to increase or renew subscriptions. If you have received such a request we would be grateful for a response with cheque, or preferably standing order.

Subscriptions remain at £6 for individuals (£5 concession), £8 for a family or couple, and £15 for organisations. Please contact our Treasurer, Richard Tollemache, on email: r.tollemache1@gmail.com or download a membership form from www.hammersmithsociety.wordpress.com/.

The membership is the lifeblood of the Hammersmith Society. It is what gives it energy, validity and purpose. Our membership is steadily increasing, and with thirteen affiliated residents' associations we are able to reach thousands of members. The Society is in an increasingly good position to represent residents' interests.

We are Hammersmith's only borough-wide dedicated amenity society, and are keen to recruit new members. Do you know of a neighbour, friend or family member with an interest in the built environment, in architecture, and in the open spaces of our borough?

Please direct them to <https://hammersmithsociety.wordpress.com> for membership details or contact our Membership Secretary, Rosemary Pettit at email: rosemary@rosemarypettit.plus.com or tel: 020 8846 9707.

THE 2015 ENVIRONMENT AWARDS

Our judging Committee looked at a record number of schemes this year.

Our Award categories are The Main Award, The Nancye Goulden Award for Smaller Schemes, The Conservation Award, and Wooden Spoons for poor quality of design.

The main criteria for consideration are that the project must be completed and visible from the public realm. This year we introduced a Special Award to cover a project that doesn't fall in these categories.

Joint Main Award Winners:

1,5,9 Waldo Road, College Park, NW10



This was quite an exciting find in College Park an area which seems cut off from the rest of the borough. Formerly an industrial site, it backs on to a whole range of main line and Overground lines and has views of St. Mary's Cemetery.. The development consists of three large modern houses built to a very high and green specification by developer/architect Alfred Munkenbeck. All have south-facing balconies.

Surprisingly the scheme faced problems with the LBHF planners who were opposed to a modern design in this setting. However, the scheme went to Appeal and the Planning Inspector approved it.

Dorsett Hotel, Shepherd's Bush, W12



Featured in our October 2014 Newsletter, this scheme needs little introduction. The building designed in 1923 by Frank Verity as the Gaumont Cinema was given a Grade II listing and then added to the 'Buildings at Risk' Register in the 1960s. The proposals made in 2001 for its conversion to a hotel were superseded by a revised application for a scheme with smaller rooms met with fierce opposition amid concern that it would become a budget hostelry. The completed four-star hotel has proved to be a very welcome addition to the townscape of Shepherd's Bush Green, its original barrel roof having been replaced in glass and louvres. The developer was Dorsett International and the architects Flanagan Lawrence (formerly Hamilton Associates).

21 Banim Street, W6 – Winner Nancye Goulden Award for Smaller Schemes



Banim Street is a narrow road running north-south from Aldensley Road to Glenthorne Road from Brackenbury Village. On the west side is an unbroken terrace of two storey Victorian houses. The scheme matches the style and materials and terminates in a three-storey stop end with shop windows, which is traditional for the area. The development consists of three houses, three flats and some office

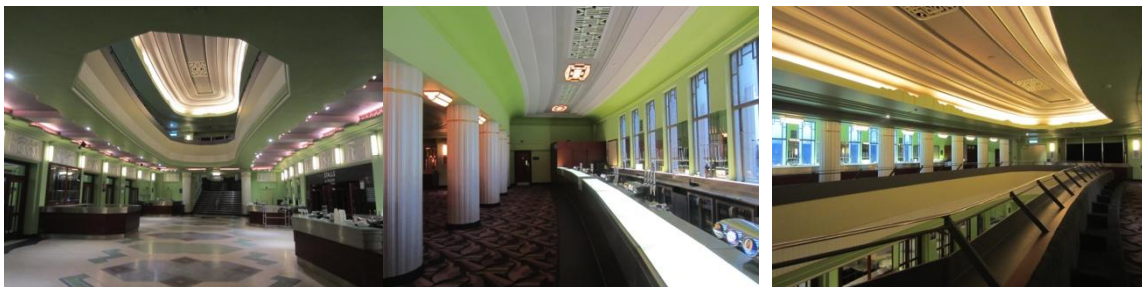
space. The Committee thought this to be a charming and very sensitive scheme. The developer was Vincenzo Giordano, and the architects Haines Phillips.

Hammersmith and City Line Station, W6 – Winner Conservation Award



This little station has always been a charming feature of the Hammersmith Broadway end of Beadon Road. Increased traffic on the line resulting from Westfield and the Circle Line being brought to Hammersmith has increased passenger numbers requiring additional entrances and concourse. The solution, opening up two of the three central bays was an opportunity for local residents and amenity societies to press for the reinstatement and re-pointing of the brickwork. The re-laid cobbled forecourt is also a great success. TfL and London Underground were the developer/designers.

Eventim Apollo, W6 – Winner of Special Award for Restored Interiors



The Hammersmith Apollo is a familiar local landmark, and was designed by Robert Crombie in Art Deco style, opening in 1932. It was awarded a Grade II* Listing and is now the Eventim Apollo. The spectacular interior has undergone a £3 million restoration, and Hammersmith Society members were kindly invited to a tour in January 2015. The results are spectacular, and we are told there is more to come. The developer was Eventim Apollo, and the architects Foster Wilson.

Wooden Spoons

Poor quality design relating to Student Housing Projects. Many such schemes are winning design awards around the country, there is no reason why those built in our borough should not be better.

Poor quality in the provision of tree pits (third year). The previous Labour Council introduced the StreetSmart Guide but sadly the attention to tree pits has lacked a clear policy.

Lack of enforcement action in relation to the siting of satellite dishes.

Tom Ryland